

Message Text

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R 170643Z AUG 76

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 8768

INFO AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

UNCLAS CANBERRA 5925

SYDNEY ALSO PASS TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: PROPOSED REVISION OF CAMPAIGN 5 OF FY 1977 CCP

REF: FY 1977 COUNTRY COMMERCIAL PROGRAM

1. EMBASSY WOULD LIKE TO PROPOSE REVISION OF FY 1977 CCP CAMPAIGN 5, METALWORKING AND FINISHING MACHINERY AND EQUIPMENT, TO INCORPORATE PROVISIONS FOR BOOTH AT INTERNATIONAL ENGINEERING EXHIBITION (AIEE) IN JULY 1977 IN MELBOURNE.

2. AIEE IS AUSTRALIA'S LARGEST AND MOST PRESTIGIOUS SHOW FOR GOODS ENCOMPASSED BY CCP CAMPAIGN 5. ALTHOUGH ENGINEERING EQUIPMENT OF ALL TYPES IS SHOWN, HEAVIEST EMPHASIS IS ON MACHINE TOOLS.

3. SHOW IS TRADITIONALLY OPEN FOR FIVE DAYS DURING JULY, ALTERNATING BETWEEN MELBOURNE AND SYDNEY. FY 1978 CCP INCLUDES OFF-SITE EXHIBITION BY TRADE CENTER AT SYDNEY AIEE. OBJECTIVES OF PARTICIPATION AT 1977 AIEE WOULD BE TO SHOW FLAG FOR FIRST TIME AT THIS IMPORTANT SHOW, SEEK TRADE OPPORTUNITIES FOR U.S. FIRMS, DISSEMINATE INFORMATION ON U.S.

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COMMERCIAL SERVICES AVAILABLE TO BUSINESS COMMUNITY, AND GAIN

EXPERIENCE FOR TRADE CENTER'S PROPOSED PARTICIPATION IN 1978
AIEE.

4. PROPOSED BOOTH WOULD OCCUPY ABOUT TEN SQUARE METERS. COST FOR BOOTH CONSTRUCTION, RENT, AND INCIDENTALS WOULD BE \$1900, TO BE ADDED TO CCP BUDGET. BOOTH WILL BE MANNED BY STAFF FROM CONSULATE GENERAL MELBOURNE AND NATIONAL CAMPAIGN DIRECTOR FROM SYDNEY. IT WILL CONTAIN THOMAS REGISTER PLUS ANY OTHER DIRECTORIES AND LITERATURE APPROPRIATE TO CAMPAIGN. TYPICAL SOURCES FOR THESE MATERIALS WOULD BE NATIONAL MACHINE TOOL BUILDERS ASSOCIATION AND NATIONAL TOOL, DIE AND PRECISION MACHINERY ASSOCIATION. IF POSSIBLE, VTR UNIT WOULD BE IN BOOTH TO SHOW RECORDINGS USED IN CONNECTION WITH OCTOBER 1976 TRADE CENTER VTR/CATALOG SHOW.

5. IF ALLOCATION FOR EMBASSY'S CCP BUDGET SHOULD TURN OUT TO BE INSUFFICIENT TO COVER AIEE BOOTH, BELIEVE THIS EVENT WOULD BE WORTHY OF FUNDING BY SAD. FORMAL PROPOSAL ALONG THESE LINES NOT BEING MADE AT THIS TIME, HOWEVER.
HARGROVE

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Margaret P. Grafeld
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